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Freesia - 1940

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INTRODUCING  
FREESIA "Tocolote" HYBRIDS.

WHOLESALE ONLY

DAVIDS & ROYSTON BULB CO.

INCORPORATED

824 WALL STREET • LOS ANGELES, CALIFORNIA • PHONE, TUCKER 1625

## A Brief History of the New Strain of FREESIA "*Tecolote*" HYBRIDS.

For many years the firm of Armacost & Royston, Inc., West Los Angeles, California, purchased every new Freesia of merit offered, both at home and abroad. These Freesias were subjected to the most severe tests both under glass and out-of-doors.

A well planned hybridization program was carried out with the idea of developing a new strain of Freesias that would produce Large, Wide open, Fragrant, Flowers, borne on Tall Strong Stems, and, equally important, the plants must be Healthy, Vigorous, and Bloom Early.

This entire collection of Freesias was included with the purchase of the Bulb business of Armacost & Royston, Inc., by Davids & Royston Bulb Co., Inc., in 1938, and we have continued to carry on the fine work of Armacost & Royston, Inc., as well as to build up sufficient stock of the proven varieties at our bulb fields.

### FREESIA "*Tecolote*" HYBRIDS.

The most striking characteristics of this New Strain are the IMMENSE size of the Flowers, and the Unusual Strength and Vigor of the Plants. Wide open Flowers of Great Substance, individual blooms measuring more than two and one-half inches in diameter are not uncommon.

### Freesia "*Tecolote*" Hybrids are DELIGHTFULLY FRAGRANT.

The Stiff Heavy Stems average from twenty-four to thirty inches in length with many side branches, a great advantage to retail growers who can use the individual flowers as required.

This present season we are offering Freesia "*Tecolote*" Hybrids in a Mixture of Twenty-five Magnificent Shades, and a limited Quantity in each of the following separate colors.

SOLID PURE WHITE  
LAVENDER-BLUE  
ROSE-PINK  
LAVENDER-PINK  
CORAL-RED

Freesia "*Tecolote*" Hybrids are offered to Dealers and Commercial Growers only. We do not sell to private trade. Prices established for 1940 are as follows. Bulbs ready for delivery in August.

<u>Diameter</u>	<u>Per 100</u>	<u>Per 1000</u>
5/8 - 3/4"	\$10.00	\$ 95.00
3/4" - up	12.50	120.00

250 at the thousand rate.

*Freesia* "TECOLOTE" HYBRIDS



A bunch of Freesia "*Tecolote*" Hybrids as compared with Freesia Purity, a favorite for the past twenty-five years.

STATEMENT

"During the past twenty-five years I have kept in touch with all of the new developments in Freesias, and if there is a strain of Freesias offered that is anywhere near equal to Freesia "*Tecolote*" Hybrids, I have not seen it.

(Signed) Walter Armacost.

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It is indeed a pleasure to introduce Freesia "*Tecolote*" Hybrids to our customers, and we are certain that this wonderful strain of Freesia will soon enjoy the universal popularity of the now world famous "*Tecolote Giants*" Ranunculus.

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**DAVIDS & ROYSTON BULB CO., INC.**  
824 WALL STREET                      LOS ANGELES, CALIF.

